

thinking system, and then relieves students' anxiety psychology from the path of anxiety.

Objective: This study is based on the formation mechanism of anxiety psychology of contemporary college students in the process of growth, takes the "great ideological and political" pattern as the background of ideological and political and psychological education, and uses the innovative reform of ideological education in colleges and universities to provide students with a more reasonable anxiety counseling and help seeking mechanism, and provide students with an educational environment that pays more attention to mental health.

Subjects and methods: 128 college students were selected as the main research objects. This study uses the method of logistic multifactor analysis to analyze the impact of college ideological education innovation reform on students' anxiety under the pattern of "great thinking and politics". In the analysis process, based on the current anxiety situation of college students, this paper analyzes the impact of different factors on students' anxiety under the ideological education innovation reform.

Study design: Based on the self-rating anxiety scale, this study analyzes the anxiety psychological status of contemporary college students, and uses the logistic analysis method to analyze the contact between the innovation and reform of ideological education in colleges and universities and the actual psychological anxiety status of students under the background of ideological and political education, and analyze the interaction relationship between them point by point.

Methods: EpiData was used in this study data entry and data processing using SPSS22.0.

Results: The logistic analysis of the impact of the innovation and reform of ideological education in colleges and universities on students' anxiety under the pattern of "great thinking and politics" is shown in Table 1.

Table 1. Comparison of anxiety between teachers and students

Influence factor	SE	P	OR
Past experience	0.168	0.012	0.651
Emotional relief	0.204	0.000	2.522
Actual behavior	0.277	0.001	0.401
Ideological guidance	0.216	0.000	0.376

As shown in Table 1, it can be seen that the *P* values of past experience, emotional relief, actual behavior and ideological guidance are 0.012, 0.000, 0.001 and 0.000 respectively, which are less than 0.05, which is statistically significant. Among them, the *P* values of emotional relief, actual behavior and ideological guidance are 0.000, 0.001 and 0.000 respectively, which are less than 0.01. It can be seen that the innovation and reform of ideological education in colleges and Universities under the pattern of "great thinking and politics" can affect students' anxiety from four factors: past experience, emotional relief, actual behavior and ideological guidance.

Conclusions: The causes of college students' anxiety are often personalized. Therefore, in the process of ideological and political education in colleges and universities, comprehensive and personalized teaching design should be carried out according to the psychological characteristics of college students' anxiety. This study takes the "great ideological and political education" as the main research background, based on the current anxiety situation of contemporary college students, and uses the method of logistic multi factor analysis to analyze the impact of the ideological and political education reform on students' anxiety. The results show that the impact of the innovation and reform of ideological and political education on students' anxiety in the past experience, emotional relief, actual behavior. The *P* values of the four influencing factors of ideological guidance are 0.012, 0.000, 0.001 and 0.000 respectively, which constitute statistical significance. It can be seen that the reform of ideological and political education in colleges and universities can really relieve students personalized and comprehensive anxiety and help students control their anxiety.

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RESEARCH ON ALLEVIATING THE SYMPTOMS OF COMMUNICATION ADAPTATION DISORDER OF COLLEGE STUDENTS BY ART DESIGN EDUCATION

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Background: Communication barriers are negative factors formed in a communication relationship under

the influence of external factors or the own factors of both sides of communication, which affect the timeliness and accuracy of information exchange between both sides. This negative impact will seriously hinder the normal process of communication and seriously affect the expected goal of communication. The negative factors of communication relationship mainly come from three main aspects. One is that the psychology, ideas and communication behavior preferences of both sides lead to the inability of both sides to establish effective communication channels, which leads to the emergence of communication obstacles. The second is that there is a communication content in a communication relationship that both parties cannot reach a consensus on cognition and understanding. When the content is communicated, there will be a certain degree of communication obstacles. Third, the communication method cannot effectively connect the two sides in the communication relationship, that is, when the two sides communicate through a certain communication method, the communication obstacle is caused by the error of the communication method. Taking these three negative factors as the main causes, communication obstacles are mainly manifested in four main manifestations: communication relationship tends to be one-way; communication understanding tends to be one-sided; communication subject is difficult to be trusted, and communication language is inappropriate. In the aspect of unidirectional communication relationship, it is manifested in the infinite tendency of communication and the relationship between subject and object, lack of organic interaction, and communication cannot achieve its expected purpose through the relationship between subject and object. The understanding of communication behavior by both sides of communication is not comprehensive enough. It is difficult for the communication subject to get trust, which is mainly reflected in the trust crisis between the two sides, resulting in the inability to conduct comprehensive communication. The inappropriate communication language is mainly manifested in that the language mode of both sides of communication cannot be fully accepted by the other party. There are many forming factors and self-expression of communication barriers, and art design education, as an educational method that can change college students' communication thinking and habits, can affect students' communication barriers from the perspective of communication concepts and methods.

Objective: By analyzing the impact of art design education on the symptoms of communication adaptation disorder of college students, this study provides a transformation path for the communication concepts and habits of modern college students, and further improves the communication efficiency between college students through the transformation of this communication barrier path, so as to help students get rid of communication adaptation disorder.

Subjects and methods: 28 college students with different degrees of communication adaptation disorder were selected as the main subjects. This study combines the intervention experiment with particle swarm optimization algorithm. The intervention experiment can provide practical possibility, subgrade path and research sample basis for the research, and the particle swarm optimization algorithm can provide technical means for finding the optimal communication barrier intervention art design education method.

Study design: Based on the characteristics of communication adaptation disorder, this study analyzes the student groups with different characteristics and art design education methods, and establishes the intervention paths of communication adaptation disorder with different tendencies in the intervention experiment. On this basis, particle swarm optimization is used to find the best matching path for students with different art design education methods and different types of communication disorders.

Methods: The data of this study were collected by Excel and methods.

Results: The effects of art design education on different types of communication adaptation disorder symptoms of college students are shown in Figure 1.

As can be seen from Figure 1, the impact of art design education on college students' communication concept and communication psychology reaches level 5, that is, significant impact. The influence of art design education on the types of communication barriers of college students reaches level 4, that is, obvious influence. The influence of art design education on the two types of obstacles of college students' communication language and communication content reaches level 3, that is, general influence. It can be seen that art design education mainly forms benign intervention on the communication adaptation obstacles of college students from the communication concept and psychological direction.

Conclusions: In order to solve the problem of communication adaptation disorder of college students, this study is based on the characteristics of communication adaptation disorder, and uses intervention experiment and particle swarm optimization algorithm to study the best matching path for students with different art and design education methods and different types of communication disorder. The results show that the art design education mode with the focus of psychological intervention can have a targeted impact on students' psychological state, and then help students change their communication concepts and communication habits from the perspective of psychological intervention, so as to help students improve their communication skills, get rid of the adverse effects of communication adaptation barriers, and be able to communicate more efficiently in their daily study and life, improve learning efficiency and enrich campus

life.

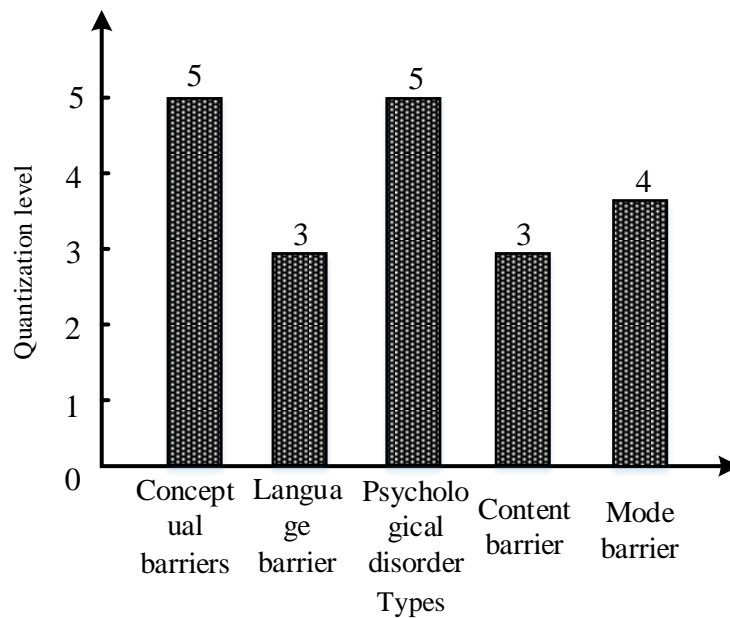


Figure 1. Analysis of types of communication barriers

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CORRELATION ANALYSIS BETWEEN VISUAL DESIGN OF PRODUCT PACKAGING AND CONSUMER PSYCHOLOGY

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Background: Consumer psychology is a psychological theory that takes consumer behavior as the main research content in psychology. In consumer psychology, consumer behavior is based on the premise of specific social overall level and consumption level, that is, consumers buy goods according to psychological needs and actual needs. At this time, consumers’ psychological activities and psychological laws can be tracked and controlled. In the face of consumption choice, consumers’ consumption psychology is affected by three factors: consumption psychological demand, consumption preference and behavior preference. These consumption behaviors can often reflect the different consumption psychology of different consumers. Before carrying out a series of commercial activities such as promotion activities, sellers and designers need to observe consumers’ consumption behavior, so as to master consumers’ consumption psychology and guide consumers’ consumption behavior. People’s consumption activity is not a step-by-step mechanical activity, but a fluctuating form of consumption psychology in a certain field. Consumer psychology can be simply divided into two categories: consumer psychology dominated by physiological factors and consumer psychology dominated by social consumption environment. The consumption psychology dominated by physiological factors is the consumption psychology dominated by demand in the normal living state. The consumption psychology dominated by physiological factors is relatively easy to predict, while the consumption psychology dominated by social consumption environment is the consumption psychological demand caused by the influence of external social environment, and the consumption psychology dominated by social consumption environment is relatively difficult to predict. In e-commerce, businesses’ visual design of product packaging can greatly increase consumers’ consumption psychology. Through the guidance from two parts: physiological factors and social consumption environmental factors, a guiding trend can be formed from the perspective of consumers’ psychology, so as to improve product sales and form product brand impression.